

Bronxboro

OFFICIAL PUBLICATION OF THE BRONX BOARD OF TRADE IN THE CITY OF NEW YORK

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BRONX BOARD OF TRADE WELCOMES "FREEDOMLAND - U.S.A." TO THE BRONX

BRONXBORO



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GEORGE T. KINDERMANN, *Editor*



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THE COVER

Launched with the biggest burst of Ballyhoo to hit The Bronx since the Indians welcomed Jonas Bronck, the construction of the new "Freedomland, U.S.A." was started on August 14th.

Shown at the ground-breaking ceremonies are: (L. to R.) Donald Darcy, Vice President Bronx Board of Trade; Borough President James J. Lyons, Director of the Board of Trade; William Zeckendorf; City Council President Stark; Freedomland President, Peter DeMet; C. V. Wood, creator of the Park and State Senator Joseph Periconi, member of the Board of Trade.

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New Industry in The Bronx

Freedomland, U.S.A.

On Wednesday, August 26th, the ground breaking ceremonies of the new Freedomland, U.S.A. The Bronx took place. Many city and borough officials, along with representatives of The Bronx Board of Trade were present.

This new enterprise will occupy 205 acres in the northeast section of The Bronx at a cost of \$65,000,000 and will be the largest outdoor entertainment center in the world. It is scheduled to open on July 1st, 1960.

It will be the American story brought alive. . . . It will be a telescope back through time. . . . It will be a rollicking fun trip through our nation's past and future. . . .

Freedomland, U.S.A. will be a "historyland," with 41 elaborately detailed installations where visitors will live through the actual and fictional events that played a significant role in the romantic growth of the United States. Families at the park will see our history!—and become a part of it!

They will leave this century when they enter the grounds through "Little Old New York" as it was in the 1750-1850 period. They will see bright and gay Chicago as it was in its early days, San Francisco at the time of the Barbary Coast and they will live through its earthquake. They will re-live the era of the hearty whalers off the fishing coasts of New England.

They will ride in a stage coach, buckboard and covered wagons, a sternwheeler across the Mississippi River, in antique autos and on an old-time steam-engine railroad. They will journey into exciting Creole fiestas and alligators will attack their swamp "buggy" as they ride through the Florida bayous. They will travel in a war correspondent's wagon at the time of the Civil War and get caught in a cross-fire between the Blue and the Gray.

They will span a century or two as they visit Cape Canaveral and learn the role of the U.S. in space travel. They will actually fly in the "space ship" of the future. The ship will circle the "earth" in a six-minute voyage as they see many of the globe's most famous landmarks through the ship's twelve viewing ports.

Appropriately, Freedomland, U.S.A. will be built in the contour of the United States on its Bronx site bounded by the Hutchinson River, Hutchinson River Parkway, the New England Thruway and near the Pelham Bay Park (Lexington Avenue-Local) and Baychester Avenue (Seventh Avenue-Express) IRT subway stations.

Its builder is Marco Engineering Co., headed by C. V. Wood, Jr., who participated in the design, construction and management of Disneyland. It will have a 12,000-car parking lot and is designed to entertain a peak daily attendance of 90,000 persons. Exhibitors using its space are expected to invest \$14,000,000 on their projects which will depict their particular contributions to our American traditions and progress. There will be many restaurants serving foods popular in their related locales, and also snack bars from one "coast" to the other.

Do You Know That...

The Bronx Board of Trade, in cooperation with the Federation Employment and Guidance Service, is seeking the help of employers in finding jobs for hard to place youngsters. This plan was inaugurated to help cut down juvenile delinquency.

The coming of Freedomland, U.S.A. early next summer has elicited warm response from New York City officials and educational leaders. Mayor Robert Wagner

has expressed himself as "delighted" because New York has been selected as the site for the center. The city's Board of Education president, Charles Silver, has said: "The Freedomland project will serve the vital purpose of refreshing the memories of all of us in a visual and dramatic way. . . . I have a feeling that history teachers all over the country will be grateful."

Perhaps Mayor Wagner sums up its purpose with this statement: "I know that Freedomland, U.S.A. will help re-fire the imagination—as well as entertain—all those who visit it!"

The Bronx Board of Trade, always vitally interested in bringing new industry into our borough welcomes Freedomland, U.S.A.

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